

Message Text

UNCLASSIFIED

PAGE 01 AMSTER 01139 121104Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----016818 121308Z /46

R 120945Z DEC 77
FM AMCONSUL AMSTERDAM
TO USDOC WASHDC
INFO SECSTATE WASHDC 3329
AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS AMSTERDAM 1139

COMMERCE PLEASE IMMEDIATELY INFORM PETER FIELD OIM/BIC/DIBA,
EXT. 3357, AND OPIOS

E.O. 11652: N/A
TAGS: BEXP, BTIO, NL
SUBJ: LICENSING, JOINT VENTURE, MARKETING OPPORTUNITIES HAGEMEYER NV

REF: A) AMSTERDAM 632: B) USDOC 17324, SEPT. 13, 1977 AND PREVIOUS
NOTAL

1. AS DESCRIBED IN REF A), HAGEMEYER NV HAS BEEN ACTIVELY SEEKING
LICENSING, JOINT MANUFACTURING AND PRODUCT MARKETING OPPORTUNITIES
FROM THE UNITED STATES. OUTSTANDING ASSISTANCE FROM OPIO/USDOC (SEE
REF B. AND PREVIOUS) HAS BEEN A MAJOR KEY TO SUCCESS THUS FAR.

2. IN TOTAL, HAGEMEYER CONTACTED 75 AMERICAN FIRMS AND RECEIVED
FORMAL OFFERS OF COOPERATIVE VENTURES FROM ABOUT 50. DURING A
DIRECTORS MEETING DECEMBER 5, HAGEMEYER HAS REDUCED ITS INITIAL
INTEREST TO 10 FIRMS AND IS NOW IN THE PROCESS OF CONTACTING EACH TO
ARRANGE FURTHER DISCUSSIONS OF LICENSING, PRIVATE LABEL MARKETING OR
OTHER POSSIBLE BUSINESS ARRANGEMENTS. THESE FIRMS ARE:

SCHICK INC., LANCASTER PA.
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MIRRO ALUMINUM, MANITOWA WS.
PROCTOR-SILEX SCM CORP., PHILADELPHIA PA.
MCGRAW-EDISON CO., PHILADELPHIA PA.
OSROW PRODUCTS CO., INC., GLEN COVE NY.
HAMILTON BEACH DIV., WATERBURY CT.
SALTON INC., BRONX NY.
NESCO (MAGNETIC LABORATORIES), HALLSTEAD PA.

CORD-A-WAY CO., MINNEAPOLIS MN.
THE SHETLAND CO., CHELSEA MA.

3. MR. L.G. BOSSAER, PROJECT MANAGER FOR HAGEMEYER, TENTATIVELY
WILL TRAVEL TO THE U.S. IN JANUARY 1978, AND VISIT THE COMPANIES
NAMED ABOVE. FIRMS MAY BE ALERTED NOW TO EXPECT REQUESTS FROM
HAGEMEYER FOR PRODUCT SAMPLES AND OTHER DATA AS APPROPRIATE, NEEDED
ON AN URGENT BASIS, FOR STUDY PRIOR TO BOSSAER S TRIP.

4. BOSSAER INTENDS TO MAKE APPOINTMENTS VIA THIS OFFICE AND IS
EXPECTED TO ASK FOR ASSISTANCE FROM COMMERCE FIELD OFFICES WHILE
IN THE U.S. DETAILS WILL BE CABLED WHEN AVAILABLE.
LAGASSE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 12-Dec-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Executive Order: N/A
Errors: N/A
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Format: TEL
From: AMSTERDAM
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SAS ID: 276974
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Subject: LICENSING, JOINT VENTURE, MARKETING OPPORTUNITIES HAGEMeyer NV
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Review Markings:
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